

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Currently Amended) A method for displaying a customized advertisement on a display comprising the steps of:

storing, local to a user equipment, viewer profile information in a database;

receiving an advertisement, the advertisement including primary advertisement information;

selecting a supplemental advertisement information item from a plurality of advertisement information items ~~determining~~, based on the received advertisement and the viewer profile information, ~~supplemental advertisement information~~;

customizing, local to the user equipment, the received advertisement to include the selected supplemental advertisement information item to form a customized advertisement; and

displaying the customized advertisement on the display, wherein the displayed customized advertisement includes both the primary ~~and the supplemental~~ advertisement information and the selected supplemental advertisement information item.

2. (Currently Amended) The method of claim 1, wherein the receiving, selecting ~~determining~~, customizing,

and displaying steps are performed in substantially real time.

3. (Original) The method of claim 1, wherein the receiving step comprises receiving promotional information about a future television program.

4. (Original) The method of claim 1, wherein the receiving step comprises receiving promotional information about a currently telecast television program.

5. (Original) The method of claim 1, wherein the receiving step comprises receiving promotional information about one or more of a product and a service.

6. (Previously Presented) The method of claim 1, wherein the storing step comprises storing favorite channel information and the customizing step comprises combining a portion of the received advertisement with the stored favorite channel information.

7. (Previously Presented) The method of claim 1, wherein the storing step comprises storing favorite program information and the customizing step comprises combining a portion of the received advertisement with the stored favorite program information.

8. (Previously Presented) The method of claim 1, wherein the storing step comprises storing a web site address and the customizing step comprises combining a portion of the received advertisement with the stored web site address.

9. (Previously Presented) The method of claim 1, wherein the storing step comprises storing information related to a geographical location and the customizing step comprises combining a portion of the received advertisement with the information related to a geographical location.

10. (Previously Presented) The method of claim 1, wherein the storing step comprises storing information related to a television viewer and the customizing step comprises combining a portion of the received advertisement with the information related to a television viewer.

11. (Previously Presented) The method of claim 1, wherein the storing step comprises storing information related to rotating advertisement information in an EPG and the customizing step comprises combining a portion of the received advertisement with the information related to rotating advertisement information.

12. (Previously Presented) The method of claim 11 further comprising displaying the advertisement information in an EPG based on the rotating information.

13. (Original) The method of claim 3, wherein the promotional information is a video preview related to the future television program.

14. (Previously Presented) The method of claim 5, wherein the promotional information is a video preview related to the one or more of the product and the service.

15. (Previously Presented) The method of claim 1 further comprising the steps of selecting the customized advertisement using a pointing device and activating a function related to the selected advertisement.

16. (Previously Presented) The method of claim 15, wherein the step of activating a function comprises linking to a web site based on an address related to the selected advertisement and displaying information from the web site.

17. (Previously Presented) The method of claim 15, wherein the step of activating a function comprises displaying information related to the selected advertisement.

18. (Original) The method of claim 15, wherein the step of activating a function comprises scheduling a future television program for recording.

19. (Original) The method of claim 15, wherein the step of activating a function comprises tuning to a currently telecast television program.

20. (Currently Amended) A method for displaying a customized advertisement on a display comprising the steps of:

storing, local to a user equipment, viewer profile information in a first database;

storing an advertisement in a second database, the advertisement including primary advertisement information;

retrieving the advertisement from the second database;

selecting a supplemental advertisement information item from a plurality of advertisement information items ~~determining~~, based on the retrieved advertisement and the viewer profile information, ~~supplemental advertisement information~~;

overlaying, local to the user equipment, the selected supplemental advertisement information item onto the retrieved advertisement to form a customized advertisement; and

displaying the customized advertisement on the display, wherein the customized advertisement includes both the primary advertisement information and the overlaid selected supplemental advertisement information item.

21. (Previously Presented) The method of claim 20, wherein the storing advertisement step comprises storing promotional information about a future television program.

22. (Previously Presented) The method of claim 20, wherein the storing advertisement step comprises storing promotional information about a currently telecast television program.

23. (Previously Presented) The method of claim 20, wherein the storing advertisement step comprises storing promotional information about one or more of a product and a service.

24. (Previously Presented) The method of claim 20, wherein the storing viewer profile information step comprises storing favorite channel information and the overlaying step comprises overlaying the stored favorite channel information onto a portion of the stored advertisement.

25. (Previously Presented) The method of claim 20, wherein the storing viewer profile information step comprises storing favorite program information and the overlaying step comprises overlaying the stored favorite program information onto a portion of the stored advertisement.

26. (Previously Presented) The method of claim 20, wherein the storing viewer profile information step comprises storing a web site address and the overlaying step comprises overlaying the stored web site address onto a portion of the stored advertisement.

27-30. (Canceled)

31. (Original) The method of claim 21, wherein the promotional information is a video preview related to the future television program.

32. (Previously Presented) The method of claim 23, wherein the promotional information is a video preview related to the one or more of the product and the service.

33. (Previously Presented) The method of claim 20 further comprising the steps of selecting the displayed

customized advertisement using a pointing device and activating a function related to the selected advertisement.

34. (Original) The method of claim 33, wherein the step of activating a function comprises linking to a web site based on an address related to the selected advertisement and displaying more information from the web site.

35. (Previously Presented) The method of claim 33, wherein the step of activating a function comprises displaying information related to the selected advertisement.

36. (Original) The method of claim 33, wherein the step of activating a function comprises displaying a video preview related to the selected advertisement.

37. (Original) The method of claim 33, wherein the step of activating a function comprises scheduling a future television program for recording.

38. (Original) The method of claim 33, wherein the step of activating a function comprises tuning to a currently telecast television program.

39. (Currently Amended) A system for displaying customized advertisements comprising:

a first database, local to a user equipment,
for storing viewer profile information;

a second database for storing an

advertisement, the advertisement including primary advertisement information;

a processor configured to:

retrieve the stored advertisement from the second database;

select ~~determine~~, based on the retrieved advertisement and the stored viewer profile information, a supplemental advertisement information item from a plurality of advertisement information items; and customize, local to the user equipment, the retrieved advertisement to include the selected supplemental advertisement information item to form a customized advertisement; and

a display screen configured to display the customized advertisement, wherein the displayed customized advertisement includes both the primary advertisement information and the selected supplemental advertisement information item.

40. (Previously Presented) The system of claim 39, wherein the advertisement information is promotional information about a future television program.

41. (Previously Presented) The system of claim 39, wherein the advertisement information is promotional information about a currently telecast television program.

42. (Previously Presented) The system of claim 39, wherein the advertisement information is promotional information about one or more of a product and a service.

43. (Previously Presented) The system of claim 39, wherein the first database includes a program description for combining a portion of the advertisement information with the stored program description.

44. (Previously Presented) The system of claim 39, wherein the first database includes favorite channel information for combining with a portion of the stored advertisement.

45. (Previously Presented) The system of claim 39, wherein the first database includes a web site address for combining with a portion of the stored advertisement.

46. (Previously Presented) The system of claim 39, wherein the first database includes geographical location data for combining with a portion of the stored advertisement.

47. (Previously Presented) The system of claim 39, wherein the first database includes information related to a television viewer for combining with a portion of the stored advertisement.

48. (Previously Presented) The system of claim 39, wherein the first database includes information related to rotating advertisement information in an EPG for combining with a portion of the advertisement.

49. (Previously Presented) The system of claim 40, wherein the promotional information is a video preview related to the future television program.

50. (Previously Presented) The system of claim 42, wherein the promotional information is a video preview related to the one or more of a product and a service.

51. (Previously Presented) The system of claim 39 further comprising an input device for selecting the displayed customized advertisement and activating a function related to the selected advertisement.

52. (Previously Presented) The system of claim 51, wherein the input device activates a function to link to a web site based on an address related to the selected advertisement.

53. (Previously Presented) The system of claim 51, wherein the input device activates a function to display detailed information related to the selected advertisement.

54. (Previously Presented) The system of claim 51, wherein the input device activates a function to schedule a future television program for recording.

55. (Previously Presented) The system of claim 51, wherein the input device activates a function to tune to a currently telecast television program.

56. (Previously Presented) The system of claim 51, wherein the input device activates a function to display a video preview related to the selected advertisement.

57. (Currently Amended) A computer readable medium having stored thereon a set of instructions including instructions for displaying a customized advertisement on a display, the instructions, when executed by a microprocessor, causing the microprocessor to perform the steps of:

storing viewer profile information in a database, the database local to a user equipment;
receiving an advertisement, the advertisement including primary advertisement information;
selecting a supplemental advertisement information item from a plurality of advertisement information items ~~determining~~, based on the received advertisement and the viewer profile information, ~~supplemental advertisement information~~;
customizing, local to the user equipment, the received advertisement to include the selected supplemental advertisement information item to form a customized advertisement; and
displaying the customized advertisement on the display, wherein the displayed customized advertisement includes both the primary ~~and the supplemental~~ advertisement information and the selected supplemental advertisement item.

58. (Currently Amended) A computer readable medium having stored thereon a set of instructions including instructions for displaying a customized advertisement on a display, the instructions, when executed by a microprocessor, causing the microprocessor to perform the steps of:

storing viewer profile information in a first database, the first database local to a user equipment;

storing an advertisement in a second database, the advertisement including primary advertisement information;

~~selecting determining~~, based on the advertisement and the viewer profile information, a supplemental advertisement information item from a plurality of advertisement information items;

overlaying, local to the user equipment, the selected supplemental advertisement information item onto the advertisement to form a customized advertisement; [{}]] and

displaying the customized advertisement on the display, wherein the customized advertisement includes both the primary advertisement information and the overlaid selected supplemental advertisement information item.

59. (Canceled)

60. (Currently Amended) The method of claim 1 wherein customizing the received advertisement comprises replacing a text portion of the received advertisement with a text portion of the supplemental advertisement information item.

61. (Currently Amended) The method of claim 1 wherein customizing the received advertisement comprises replacing a graphic portion of the received advertisement with a graphic portion of the supplemental advertisement information item.

62. (Previously Presented) The method of claim 1, wherein the customized advertisement is displayed on a first portion of the display and television schedule information is displayed on a second, non-overlapping, portion of the display.

63. (Previously Presented) The method of claim 1, wherein the customized advertisement is displayed on a first portion of the display and a video is displayed on a second, non-overlapping, portion of the display.

64. (Currently Amended) The method of claim 1, wherein the primary advertisement information is displayed on a first portion of the display, and the selected supplemental advertisement information item is displayed on a second, non-overlapping, portion of the display.

65. (Currently Amended) The method of claim 1, wherein the primary advertisement information is displayed on a first portion of the display, and the selected supplemental advertisement information item is displayed on a second portion of the display, wherein the second portion of the display overlaps at least partially with the first portion of the display.

66. (New) The method of claim 1, wherein selecting the supplemental advertisement information item from the plurality of advertisement information items comprises:

comparing a portion of the viewer profile information to data stored in a packet of a first advertisement information item from the plurality of advertisement information items; and

selecting the first advertisement
information item as the supplemental advertisement
information item if the portion of the viewer profile
information matches the data stored in the packet of the
first advertisement information item.